

Social communications

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## **MAIN PECULIARITIES OF CREATING ARTISTIC MEDIA CONTENT IN THE DIGITAL MEDIA LANDSCAPE FOR JOURNALISTS**

**Summary.** *The article is devoted to the problem of creating artistic analytical content in digital media. During the rapid revolutionary development of digital media resources, the need for consumption and production of high-quality content on artistic issues is constantly growing. Update and discussion of the problem how to create quality art materials in digital media are necessary in understanding the professional qualities that an art journalist should possess. The functions and tasks of an art journalist, preparation for the creation of video and digital art content in conditions of fragmented and clustered perception of information by the modern audience are defined.*

**Key words:** *art, journalism, media resources, digital media, cinematography, painting, artist, blogger, videopodcast, TV, broadcasting.*

**Анотація.** *Стаття присвячена проблемі створення мистецького аналітичного контенту в цифрових медіа. Упродовж стрімкого революційного розвитку цифрових медіаресурсів потреба у споживанні й виробництві якісного контенту на мистецьку проблематику невпинно*

*зростає. Актуалізація і обговорення питання якісного створення арт-матеріалів в цифрових медіа, є необхідними у розумінні професійних якостей якими має володіти журналіст. Визначено функції і завдання мистецького журналіста, підготовка до створення відео й цифрового мистецького контенту в умовах фрагментарності й кластерності сприйняття інформації сучасною аудиторією.*

**Ключові слова:** *мистецтво, журналістика, медіаресурси, цифрові медіа, кінематограф, живопис, митець, блогер, відеоподкаст, телебачення, телерадіомовлення.*

**Formulation of the problem.** In the conditions of unceasing evolutionary and revolutionary processes of development of digital information resources, - video and audio podcasting, performances on YouTube and Telegram channels , and Tik-Tok. Such media changes are natural in technological transformation of the broadcasting industry, the multifunctionality of which impresses with its convergent quality of the modern media landscape . The change in ways of consuming and spreading information by the audience has caused a certain cognitive deformation, which assimilates information fragmentarily - without decoding complex intellectual lexical constructions. Scrolling and hasty audiovisual consumption of information over time leads to oversaturation with content, which complicates the process of assimilating media products and putting them in the drawer of long-term memory, which leads to the degradation of critical thinking, for which accuracy and truthfulness of mnemonics are absolutely necessary patterns operated by an individual. But despite such a media collapse, the need for information is growing, especially during the full-scale invasion of the Russian Federation against Ukraine, when every morning for Ukrainians begins with watching news from the front. In such difficult, psychological conditions, the artistic direction makes it possible to

switch for a certain time from the horrors that the enemy is doing on our land, if only for a moment - otherwise the human psyche will cause an irreparable failure. The semiotics of artistic content of any fields is not a primary informational need for the average viewer, since not everyone prefers to understand and enjoy artistic social manifestations in the high sense of this phrase. Sometimes you should be able to encourage the viewer with simple movie announcements, or to "hype" in the video material with "mystical" curiosities from the history of the creation of the legendary Gioconda or the Venus de Milo. Such a primitive, at first glance, hook will help to encourage not only intellectuals, but also the average audience, and it involves them to deep thinking, analytical and critical processes. Artistic informative and analytical journalism is a niche a gourmet product, the specialists of which need to possess such necessary natural qualities as imagination, figurative thinking, feeling and understanding of style, colors, composition, a good ear for music, understanding of semiotics and propaedeutics, knowing the hermeneutic foundations, and only after that - love and devotion to art. Actualization of the production of high-quality artistic content in the age of digital media is an important and timely task of the information space of Ukraine and the world.

**Analysis of recent research and publications.** Stephen Farthing in the book "The History of Art from the Ancient Times to the Present" introduces world artistic masterpieces, although the professor of the London University of Arts bypasses Ukraine in his research, but at the moment it is one of the most complete and concise histories of world art, which covers more than 1 100 high-quality photo reproductions of world masterpieces where there are sculpture and painting and conceptualism [1]. In the edition of Valery Shevchuk and Yuriy Ivanchenko "Kyiv Athenaeum. Artistic Kyiv of the 7th - 18th centuries" [2] - in this monolithic edition, which was dedicated to the 400th anniversary of the Kyiv-Mohyla Academy, the work of Kyiv painters, graphic artists and architects is presented, a unique illustrative work collected by art

critic Yury Ivanchenko for more than 20 years. Media workers who analyze art on their channels must be experts and intellectuals, which is an absolutely necessary condition for artistic critical analysis. If it is a purely informational art column that informs about what event, where and when it will take place, or a description of artistic content, then in this case it is enough to be a competent convergent journalist and the previous condition is of course desirable, but not mandatory. Well, the category of artistic journalism cannot include tabloid paparazzi reports about family troubles, sexual manifestations and scandalous facts from the lives of famous artists, unless it is a psychological and artistic analysis of the influence of Salvador Dalí's sexuality and his relationship with Marquise Dalí Puboliyska on the surrealism of images in genius painting.

High artistic analytics is a propaedeutic and hermeneutic understanding of the subject. To start the future the analyst needs to understand the artistic fields that exist in the modern world. to learn the history of the issue of all artistic divisions, to be understood on stylistic directions in the context of those or other historical periods. The development of art history went hand in hand with political-economic and religious-cultural formations in society. When a journalist in his video material analyzes, for example, Rembrandt's painting "The Night Watch", he must not only understand the style, composition, color, execution technique, but also know the historical period in which the artist worked, accurately understand Rembrandt's biography, and of course psychology, because without an analysis of the psychological aspects of the author's life, qualitative semiotics of a work of art is a priori impossible. As example, a television sketch directed by Peter Greenaway about the amazing facts Rembrandt's life, which influenced by the hidden plot of the famous painting "The Night Watch", which for according to the director, it turned out to be not just a pictorial masterpiece of the 17th century, - the Renaissance era, and plot-symbolic journalistic investigation in which the Dutch painter for with the

help of a visual video series, he showed the audience the conspiracy of the Dutch authorities against own people. What is not old video material in statics? But the number of methods of researching works of art necessary for a journalist remains key; deduction, induction, analysis and synthesis, abstraction, observation, comparison, content analysis, hypothesis and conjecture, historical method, modeling, measurement, experiment, abstraction, idealization, formalization, expert survey, and the method of psychoanalysis. At the same time, they are essential in the paradigm of understanding artistic works is a classification of artistic types according to the method of artistic embodiment:

- spatio-temporal are theater, dance, circus art, cinematography, animation, video game;
- television, radio, music and literature are leisure activities;
- spatial types of art are sculpture, architecture, graphics, painting, photography, design and decorative and applied arts;

But diffusion syncretism, which involves the combination of various types of art, is archival in the manifestations of modern contemporary art, does not adhere to the rules of classical classification, but belongs to separate modern postmodern trends, which are expressed in the use of various artistic materials, means of reproduction, and modern methods of storing and distributing artistic information, for example in digital formats.

Such propaedeutic knowledge of the history of art paves a cognitive path to understanding the subject, in general, but in the future it is necessary to start with a separate art field and study it in detail and concretely. I suggest that the art TV journalist start with the cinema, since the cinema itself is the modern art trigger, which contains almost all the above-mentioned types of art.

To begin with, it is worth understanding historiography, the first historical film manifestations and understanding genre typological characteristics. The film

industry has come a long way since the famous "Arrival of the Train at the Station of La Ciotat", which was presented by the Lumiere brothers in 1895 and gave the official beginning of cinema. Thus, until today, the cinematographic evolution has acquired various pictorial and expressive manifestations in various semantic interpretations, which do not lend themselves to existing genre classifications. Modern high cinema is outside the boundaries of conventional forms, because it is innovative in all areas and acquires a "contemporary" quality.

But such a classification of films as - documentary, detective, melodrama, comedy, fantasy, classic and science fiction, cyberpunk, animation and anime, historical film, children's, family, psychological thriller, noir, horror, mysticism, adventure film, intellectual detective etc., is a necessary characteristic to understand what the recipient is dealing with. Analytical review of the picture should contain plot characteristics, analytics personnel composition. An art analyst must understand the architecture of the shot, its alternation and layout, coloristics, dynamics, semantic and symbolic patterns. Unraveling the archetypes of the collective unconscious, which can be laid by film directors, is also a high skill based on the high intellectual level of the film viewer and his erudition, ability to think figuratively. A film analyst should become a "watcher" of good, high-quality films since the beginning of cinematography. To know and understand the meanings of such brilliant directors as O. Dovzhenko, A. Vaida, A. Hitchcock, B. Bertolucci, Vittorio de Sica, V. Nemyrovych-Danchenko, Woody Alain, Jean-Luc Godard, I. Bergman, K. Stanislavsky, R. Rossellini, R. Polanski, S. Paradzhanov, S. Spielberg, S. Kubrick, U. Disney, F. Fellini, F. Truffaut, F. Coppola, C. Chaplin, E. Kusturitsa, L. Visconti, A. Litvak, F. Coppola, C. Chaplin, I Ozu, D. Aranovsky, Lars Von Trier, M. Scorsese, The Wachowski Sisters, D.V. Griffith, P. Almodovar, G. del Toro, K. Reygadas and numerous other world-renowned directors who made cinema not just a tool of artistic self-expression, but also an international media institute that

broadcasts thought patterns to billions of people on the planet and motivates them to act - and therefore creates a cognitive reality that manifests itself in the material world, generating trends in the being of humanity.

An artistic TV journalist should love and feel music in its best manifestations, because soundtracks and sound framing are an integral component of integrity in the composition of any film. Alfred Hitchcock in the cult reference film "Psycho" paid the composer Bernard Herman a fantastic, for those times, amount for forty musical compositions that accompanied the film, and did not lose - every chord from the film became famous throughout the world in 1960, and the familiar still evokes delight mixed with suspense. Such composers as Hans Zimmer, James Horner, Thomas Newman, Enio Morricone, Glenn Miller and others have made many movies famous with their compositions, their soundtracks are heard from radio programs, concert halls gather listeners with symphonic orchestras of musical hits from movies. Recently popular in Kyiv concert halls compositions by TSImmer, Morricone, Jan von Tiersen, Louis Armstrong. The sound interaction with the film footage gives a colossal psychedelic experience imprint, which in connection with the plot and special effects does the same magic of cinematography that builds a new informational reality, creates imperatives that encourage to go beyond the correctness of the usual established framework.

An art analyst who works with films needs knowledge in the field of neurolinguistics, because to ignore the fact of the effectiveness and efficiency of the effects of films on the human psyche is irresponsible towards both the object of research and the recipients of the films.

By the way, the neurolinguistic manipulative method used to commit psychological violence, gaslighting, comes from the eponymous American noir "Gaslight" filmed by George Cukor in 1944, was nominated for seven Oscars.

The next important quality for a television film analyst is an understanding of the quality of acting. Know the constellation of names of both world-class movie stars and talented actors of national film production.

It is necessary to see the appropriateness of the actor's type in the context of genre-typological and script features of the film. It is necessary to start the study from the black and white cinematographic period, since the primary study of the classics in cinema is the basic basis for understanding modern film production. Of course, the rating of the American Film Institute (AFI) 100 greatest film actors, 100 best films, 100 passions, ... 100 film quotes reflects a certain kind of censorious attitude that prevailed in Hollywood, its policy actively promoted American puritan values in the matter of the family, (the famous series on which the post-war American society "I Love Lucy" was brought up, such melodramas as "The Itch of 7", "Living with Father", "Every Woman Must Get Married", "Gentlemen Prefer Blondes" and other similar trigger films created segregation imprints in society in gender relations, family issues, various kinds of discrimination. From 1930 to 1960, there was the famous Hays Code, which had a negative impact on the cinematic image of Hollywood, and the sprouts of this phenomenon went from the 20s, when religious organizations began to sound the alarm about the so-called "debauchery of Hollywood", and the cornerstone of the scandal was the mysterious death of the young actress Victoria Rap at a glamorous party. This news was adopted by interested organizations and started an information war to shake the reputation of Hollywood by spreading panic in the press. So, until 1934 year, the Hays Code (the name of the then chairman of the association of motion picture companies) entered into force, the bosses of the film studios censored films "by themselves", of course, not without state control. It is obvious that all politics censorship happened almost like in the Soviet Union, only without gulags .

Therefore, in American films it was forbidden: to mock the clergy and state institutions, to show interracial relationships, crime and "immorality" which included the display of sex, violence, the naked body, non-traditional sexual orientation, extramarital affairs, deep cleavage, and many such substantive prohibitions such as a toilet in the frame, personal hygiene items or garbage close-up. The couple's bedroom was to contain only beds separated by bedside tables; premarital sexual relations of women and the topic of abortion were not discussed at all. In movie dialogues, for example, such words as sex, pregnancy, the names of some diseases, obscene and rude expressions, etc., were prohibited. The same, only it was much more brutal in the Lenin -Stalin period of Soviet cinema, only there, instead of the church, the morality of the film was monitored by the NKVD (in my opinion, these are two sides of the same coin), but in Hollywood, a film was shot for showing a taboo video and violating the code from rental, and the USSR rotted artists in prisons and concentration camps, or secretly executed them. This is the payment for artistic self-expression and getting out of the preconceived notions of the powerful structures of artificial correctness. But the first swallow of freedom flew over the overburdened prohibitions in the 20th century in the form of the sexual revolution of the 60s. Then the legendary Alfred Hitchcock, for the first time in the history of Hollywood, showed a close-up of the toilet flushing (this became a cultural shock for the public) and Marion, half-naked (in underwear), in the revolutionary "Psycho" and exposed one of the taboo the secrets of the human psyche in the image of a split personality by Norman Bates. Further European cinema has been competing with Hollywood since the 1940s. Federico Fellini and Luchino entered a high-quality duel Visconti, Ingmar Bergman, Vittorio de Sicca, Roberto Rossellini, Anatol Litvak, Claude Le Lush, Louis Bonuel, Volker Schlöndorff, Theodoros Angelopoulos and other Europeans kinogenia, which expertly highlighted socio-cultural problems in society. Then At the same time, Latin American cinema began to actively develop, which

worthy competes with European, especially gentle attitude, in my opinion, Indian cinema needs, after all Bollywood has become an authentic symbol of India. In 1968, the Heights Code was finally abolished.

Along with "Oscar", which monopolized the primacy since 1929, the "Great five" of the most respected film festivals in the world. In 1939, the Cannes Film Festival was founded in In 1951, the Berlin International Film Festival, in 1976, the International Film Festival in Toronto, 1981 Sundance .

So, just as in the five-factor model of human personality research, there is also a big five in the art of cinema, which forms the main features of world cinema.

Of course, one cannot ignore national domestic film festivals, which are very prestigious Rotterdam, Locarno, and Karlovy Vary festivals also took place. On them very often discover new names of world cinema.

Well, after propaedeutic knowledge about how to understand cinema, it is worth moving on to practical ones skills of a television artistic film analyst. First of all, it is worth learning qualitatively and succinctly express your expert opinion verbally and non-verbally communicative tools/ An artistic TV journalist must reflect together with the works of art, be extraordinary, with his reflections he seems to complement and frame the cinematic picture. Currently, the film review genre is very popular among media professionals, the review can be posted on the official YouTube portal of the TV channel, or on a convergent syncretic media platform in the form of a video podcast. The timing is different, depending on the format and thematic direction information product. The genre-typological basis also depends on the original idea.

If this is a series of artistic video programs, then a single style must be maintained. Design as well should become the business card of the video podcast. It is worth resorting to new postmodern stylistic manifestations in the project architecture, so that the program does not look retrospective, unless it is the original

one an appropriate and atmospheric author's idea, because young people need to be involved in such programs, and they should carry a modern idea both at the semantic level and at the visual level. Nowadays, blogger reviews of works of art, film reviews are also in the first place in the blogosphere, because, if done well, they can be monetized at the expense of advertisers. IN blogosphere, which exists in a free extra-legal space, there are no taboos, censorship and editorial politicians But there is a latent cyberspace information censorship - truth in art, it intervenes to a lesser extent. As for art bloggers, this area includes a certain category of people who are somehow connected with art, often not even directly, but such media people should at least love and admire it. Ethical journalistic norms are often not involved in the blogosphere. Since digital journalism has a neutral location in the legal field, it is governed only by the ethical standards of the platform owners. If an art blogger gains a large number of followers, as well as numerous likes and views, he automatically acquires the status of an influencer, a trendsetter. It is worth noting here that the degree of social responsibility towards subscribers has increased in parallel with the trend of increasing the number of audiences. To the question of how the responsibility of a blogger with ten followers differs from one who has a silver or gold button, the answer will be the state of a massive, difficult-to- manage audience with the impossibility of controlling and getting to know it as well as a small number. After all, there are too few tools for such complex research, and they are not efficient and perfect enough. After all, the human brain, which is the object of influence and the subject of media interaction, is not sufficiently studied, but everyone knows the so-called domino effect, as a result of which certain reactions of the audience acquire a chain principle, where the effect of presence is achieved by numerous comments on the blogger 's streams. But it is possible to make such art-themed streams popular due to the happening effect, when a blogger can appear in the image of an artist (or be one himself) and create on the air actionism in which there is no clearly written

script, as in performance, but there is improvisation - which has unexpected results and effects. Often in such promotions, there is an interactive element, where the recipients are involved, but this can be to a greater extent in the conditions of an exposition, or a studio happening when there is enough space for the so-called "randomly uncontrolled" media art . In the 1950s, Alan Kaprow , a student of the artist John Cage, offered ordinary passers-by to drink wine with him and thereby involve them in an artistic action, erasing the boundaries between performance and ordinary communication. Television happening began at the beginning of the 2000s, when the first reality shows appeared, in which the producers tried to blur the boundaries between real filming and video surveillance and edited and censored video. But such actionist television phenomena still have some control. After all, no one has abolished censorship on television, there have been relaxations, some prohibitions have been erased, but television production a reality show has certain technical and script plans and limitations where the producer prefers to see certain media effects through instruments of influence both on the team within the show and on the viewer in general. So, the category of opening art video podcast , where the host is an artist, can include media products where there is an online painting together with the host's commentary. New directions of television production where innovative conceptual and stylistic solutions prevail , such as creating a picture painted with liquid acrylic where the result of the artist's idea is uncontrolled and often unexpected, because everything happens during one shooting. This type of video content production is also a type of new telejournalism, where the professional boundaries of an artist, a televangelist, and a video blogger are blurring, and the profession is taking on the latest multidisciplinary manifestations in an eclectic collaboration of styles, genres, and directions. Features creation video podcast on artistic issues depends on thematic direction. For example, - If video podcast on cinematic issues, then necessary take into account the relevance factor selected topic

in accordance with the needs of the audience. If language is about modern cinematography is important here understand as far as in time turns out the material. After all, if remove issue about separate movie, that's it can be like the previous one video announcement, where the author is, even before the release paintings narrates process creation and historiography the future films. The teaser as a genre is also included in the species artistic journalism, and he often becomes himself as package lead, that precedes detailed announcement. But both the announcement and the teaser are often carried function not so much informative, as well as representative and advertising in nature and are often ordered advertising journalists owner companies cinemas, it often happens that teaser is going joint package together with purchased film tape, - his only necessary qualitatively sync to language that countries, in which will show movie tape. But if language it is about essay-artistic-publicistic video material where necessary deep think through, analyze and try unravel director's giving the idea to the film extraordinary characteristics, then they are needed here remarkable knowledge cinematic kingdoms without which impossible to create the real one author's film criticism. To a journalist you need to be "observed" by the author good movie and this one admiration worth start with monochrome. After all, nothing develops like that high taste in film viewing, as a lascivious one black and white cinema. Of course, artistic journalist a beginner better before start write texts and scripts for video and audio podcasts, for cinematography, or the other artistic problems are worth it fair to evaluate his so-called artistic background. Because it's so simple - only because journalist good can create media content, making subject art is unprofessional approach. Yes, let's start look mute cinema from Charlie Chaplin or Buster Keaton without having love and curiosity, but only for professional literacy does n't have either meaning, since without a real one undisguised interest can not be qualitative reflective journalistic work Cinema necessary to love in everyone manifestations, genres, and historical forms. Yeah, I'm not saying that

artistic journalist necessary use film fiction in the form low quality serials, or soap operas but if this is not the famous "Black mirror" by Charlie Brooker and other similar science fiction series with an intellectual subtext. High-quality material is needed, which is basic in the studied history of cinema, classification of genres and styles. In general, a journalist needs to be able to feel cinema, like music, including the entire spectrum of the emotional register, for sensual reflection. Cinema should be understood like mathematics, in order to be able to calculate and recognize unknown codes in the equation of a movie. You need to know and study cinema in the same way as history and be able to make a philosophical-historical analysis.

If all of the above is already in the arsenal of a journalist who wants to work with artistic issues, then you can start from there. If we talk about a speech in a frame, in the format of a blog, then it is usually necessary to take into account the timing of the speech in the edited version, the place of the speech, the architecture of the frame in which the journalist will speak. It is worth making a graphic design of the frame in which the speech will be made. Create an author's style of fonts for printing titles, issue topics, possibly a program logo. It is worth buying special lighting and tripods if the shooting will be with a phone. If the program will be filmed in a TV studio or elsewhere, but with professional equipment and a camera crew, then everything is much simpler here - the journalist works only on the topic, the text and the speech itself. But everything becomes much more interesting for a creative person when the entire process of creating an artistic video podcast from start to finish is done only by her. As for writing a scenario plan, at the beginning you can build an approximate scheme - a sketch, where the material that has not yet been filmed with an approximate content will be schematically depicted on paper or on the screen of a gadget . Marking where the performance will be located, synchronizations (if they have a place), frames from the film, voice-over text, graphics, etc. These are the main important points of the very process of conceiving the topic and idea of the video

program. Then, if the preliminary scenario plan suits you, you need to start implementing the program itself. The first issues may become mono performances in a frame where the video accompaniment can be static images that reflect the theme of the release. Then, gradually, when the views increase and the audience gathers, the monologue can be enriched with various technical techniques and video material in the recording, which will provide stories with a greater volume and illustrativeness. Over time, if the art channel itself gains momentum and becomes popular, you can invite representatives of creative bohemia and do author interviews . For example, we created the YouTube channel "Producer watches a movie" with students of the third year of the Institute of Journalism. The channel was about cinema, where every student had an opportunity to brainstorm messages carried by audiovisual and fine arts, tried to decode latent symbols, solve incredibly complex riddles of artists and directors. The search for answers was carried out by deductive, abductive and inductive methods, and of course observation and monitoring, thanks to which an authentic idea of the work of art was reflected. The original corporate design of the channel was thought out, a special atmosphere was created in the staging of the shot, and excellent texts were written for the performances. Each participant of the program added something unique, his own and video reviews , and acquired personification and authenticity. By the way, for some time, while the creative group was actively engaged in promotion, the channel gained momentum and was successful among students and teachers.

On the Ukrainian-language media landscape, the famous "Squad of Movie Lovers" with host Vitaly Gordienko.

The channel of which has gained 350 thousand subscribers at the time of writing the article, the second channel "Geek Journal" with host Tyler Anderson. One presenter works alone in "Zagony kinomaniv", and in "Geek Journal" involved a team of three media people and currently the channel has 250,000 fans. The

"GeekManCity" channel with Nazar, who in his teenage years makes film reviews of the films of the "Netflix" and "Marvel" companies, dubs trailers and teasers in Ukrainian, talks about comics. Channel "Format kino" with the host Roman makes movie reviews and voiceovers, and news, announcements, reviews are skilfully made by Oleksa Kotsinskyi on his channel of the same name, where high-quality voiceover and video, good editing and design. Progressor Oleksandr Kinshov actively develops Ukrainian YouTube and creates many movie-mania channels, one of which is "Black Wigwam", in which the author simply impresses with his creativity in approaches to filming and locations. The "Irinniada" channel specializes in TV series, but the presenter's unique approach and a beautiful dynamic picture are gaining subscribers every day. The "Fincher Kubrick" channel will surprise you with its atmosphere and high intelligence, where such concepts in cinema as neonoir, neoclassicism, cliffhanger, etc. are analyzed. The unique "Jedi 's Hideout" is also worthy of viewers' attention, as it is the first Ukrainian-language channel dedicated to the legendary "Star Wars", but for those who love horror, the "Fengin Basement" channel was created, and for fans of blockbusters and computer games was created by "EDZIK", "Yuralys Films" also impresses with its authenticity. But the channel that talks about purely Ukrainian cinema was created by Oleksandr Voytenko under the name "Voytenko Cinema", where the blogger works in the interview genre, invites Ukrainian film artists to his channel, reveals the secrets of the realm of domestic cinema by interview method. The "Salertino" channel will analyze animated films in an original way. But the "Khitikai" channel makes purely film-themed podcasts, where the image of the presenter appears behind the scenes, and beautiful video clips that are collaged select with adobe pastes very successfully compose a frame with meaningful content. The "MikeTVUA" channel creates reviews of legendary anime, "Mr. Karpan" creates reviews with detailed content,

"Kopiyka" specializes in reviews of Korean films, "Not Geek" specializes only in cartoons.

Therefore, the specific ideas of the future art journalist about the format are an archival component of understanding what the idea and purpose of the newly created channel is being pursued. The well-known saying about the idea of an eternally hungry artist has turned out to be an archaism in the worldview of humanity, and the monetization of a television project is also an important part of the pursued goal of an art journalist, because even if they are not bread-and-butter, there is no way to do without it. After the journalist decided on the main idea, style, developed a graphic design, made blanks of fonts, came up with a logo and decided on the corporate authentic colors of the channel.

So, summarizing the above, it is worth noting that an artistic TV journalist must possess considerable creative potential, ingenuity, be full of ideas, possess the techniques of video shooting, editing, graphic design, understand the history of art in general, and certain fields in particular, be bright and an original personality, to have charisma (almost self-confidence), to be brave and have one's own artistic opinion and to have a great interest in all types of human outlook, because they are cognitively manifested in painting, sculpture, architecture, literature, music, theater, and cinema.

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